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Sponsorship Prospectus

DataEngBytes is Oceania's largest community-driven conference focused on practical data engineering and machine learning solutions and best practices.

DATA ENG

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TABLE OF CONTENTS

Welcome!

Thank you for considering the opportunity to support DataEngBytes 2025, Oceania's largest community-driven conference for data engineering and machine learning. What started as a small meetup has grown into a multi-city, multi-day event that unites thousands of Data/ML professionals across the region.

In 2025, we're expanding the conference to feature dedicated tracks for data engineering and machine learning, hands-on workshops, and a vibrant exhibition space. By sponsoring DataEngBytes, you'll gain access to a highly engaged audience, from practitioners to C-level executives, and be part of a trusted, vendor-neutral event that is beloved for its **authenticity** and **content** quality.

Join us in shaping the future of the Data/ML community and showcasing the innovations that drive our industry forward!

Welcome Message from the Founder

PETER HANSSENS

Founder of DataEngBytes

When I started my journey as a data engineer, I often felt isolated, unsure if the approaches I was taking were correct. Out of curiosity and the desire to share ideas with like-minded professionals, I started a small data engineering meetup. It was a space to connect, learn, and support each other. Little did I know that this modest effort would evolve into DataEngBytes—the largest independent conference for Data and ML engineers in Oceania.

DataEngBytes is built on the idea that collaboration drives innovation. Over the years, it has grown into an active and passionate community where engineers, leaders, and practitioners come together to share insights, solve challenges, and inspire one another. As we prepare for 2025, I'm proud to see how far we've come and excited about the future we're building together.

Why Sponsor Us

- This isn't just a conference; it's a celebration of what's possible in data and ML. Sponsorship here means aligning your brand with the brightest minds and gaining authentic connections with those who live and breathe data.

- DataEngBytes has grown exponentially since its inception, with over 1,100 attendees across four cities in 2024. Our audience is highly engaged, and this vendor-neutral event is built on trust and loved for its high-quality content and integrity. There's no better way to connect with the data and ML community directly.
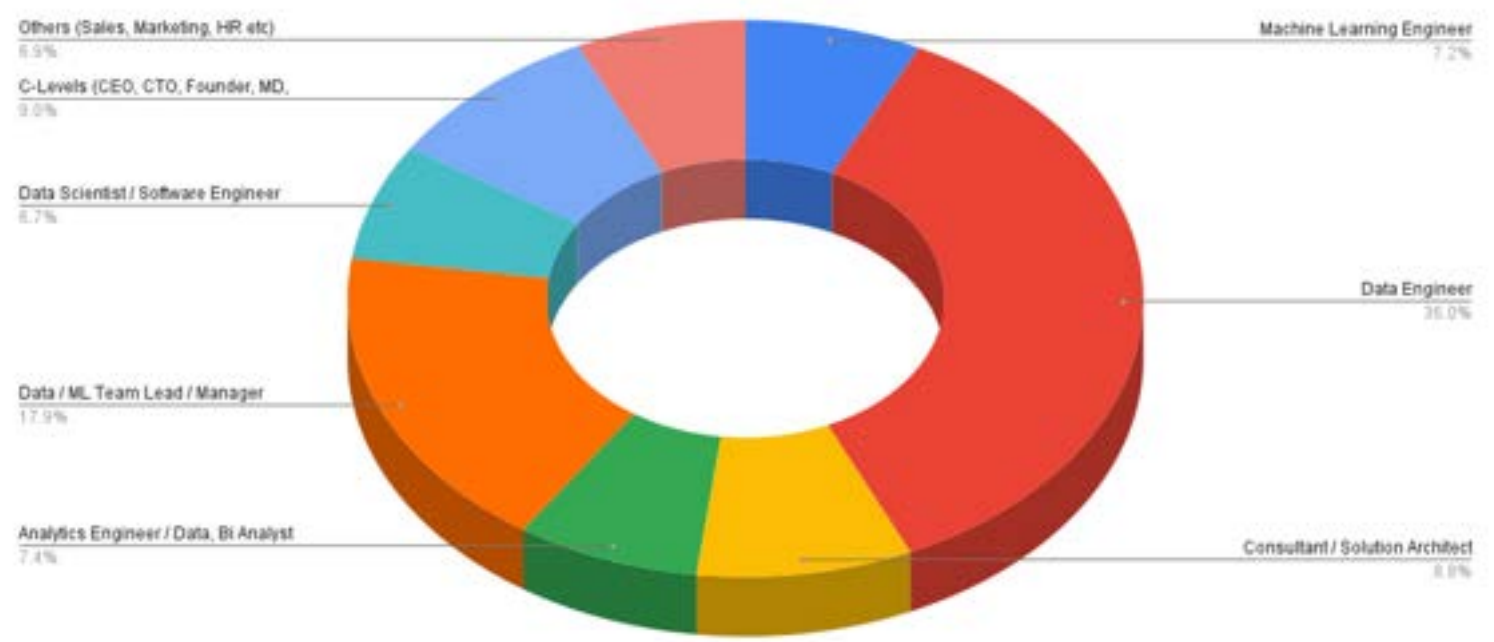
I'd love to see you join us in 2025 as we continue to push the boundaries of what's possible in data and ML. Together, we can strengthen this incredible community, drive innovation, and keep developing the field right here in our region. Let's make a lasting impact—together.

20
24
Attendee
Overview

DataEngBytes 2024
Attendee Analysis

DEB 2024 All Attendee Job Roles

Others (Sales, Marketing, HR etc)
6.9%

C-Levels (CEO, CTO, Founder, MD,
9.0%

Data Scientist / Software Engineer
6.7%

Data / ML Team Lead / Manager
17.9%

Analytics Engineer / Data, Bi Analyst
7.4%

Machine Learning Engineer
7.2%

Data Engineer
36.0%

Consultant / Solution Architect
8.8%

The pie chart above illustrates the breakdown of attendee job roles at the DataEngBytes 2024 conference. Data Engineers represented the largest segment, making up 36% of attendees. Additionally, 17.9% of attendees were Data/ML Team Leads or Managers. A key highlight this year was the significant increase in attendance by C-level executives, who accounted for 9%—a notable 7% jump compared to 2023.

This data reflects the broad appeal and growing influence of DataEngBytes across various professional levels in the data and ML industry.
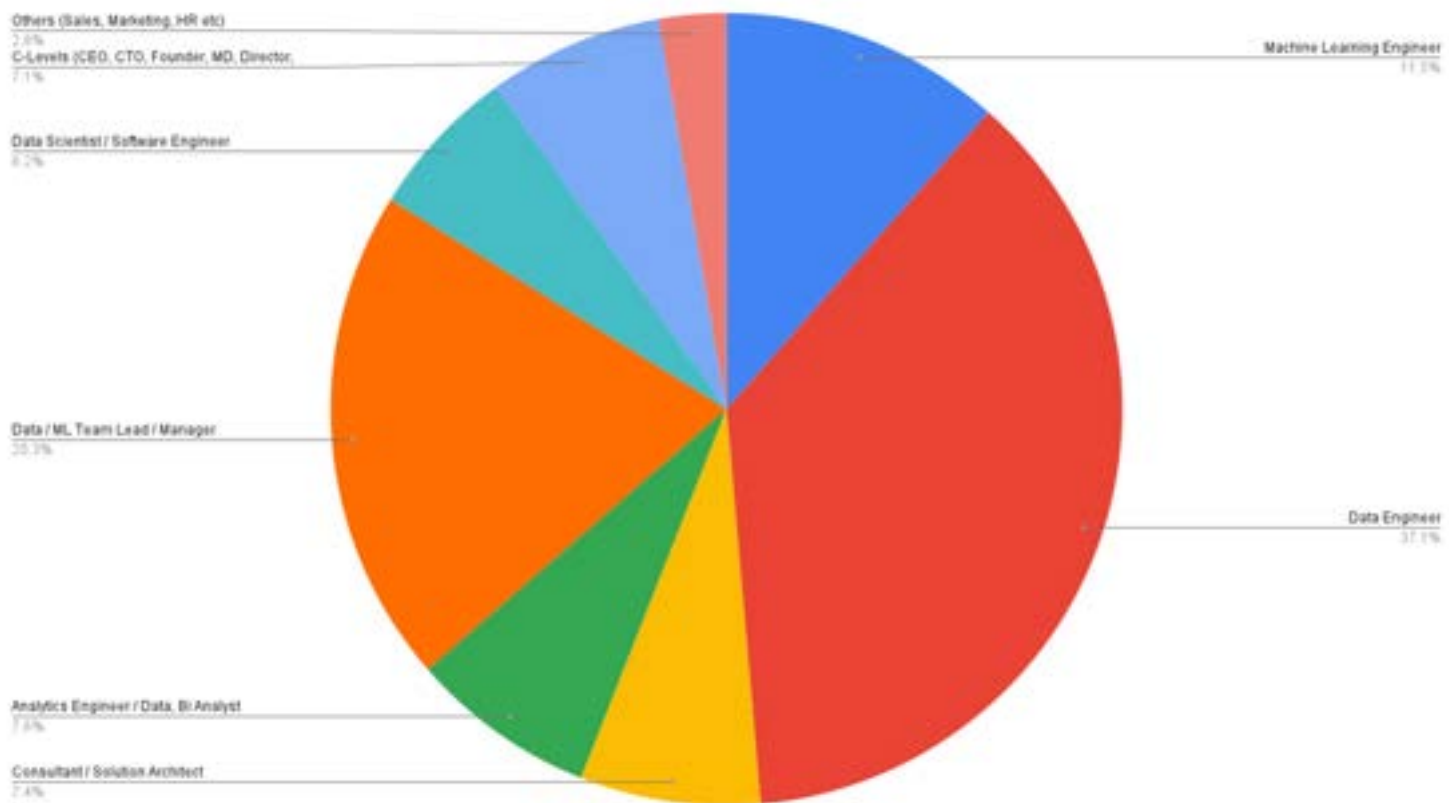
15%**Increase**

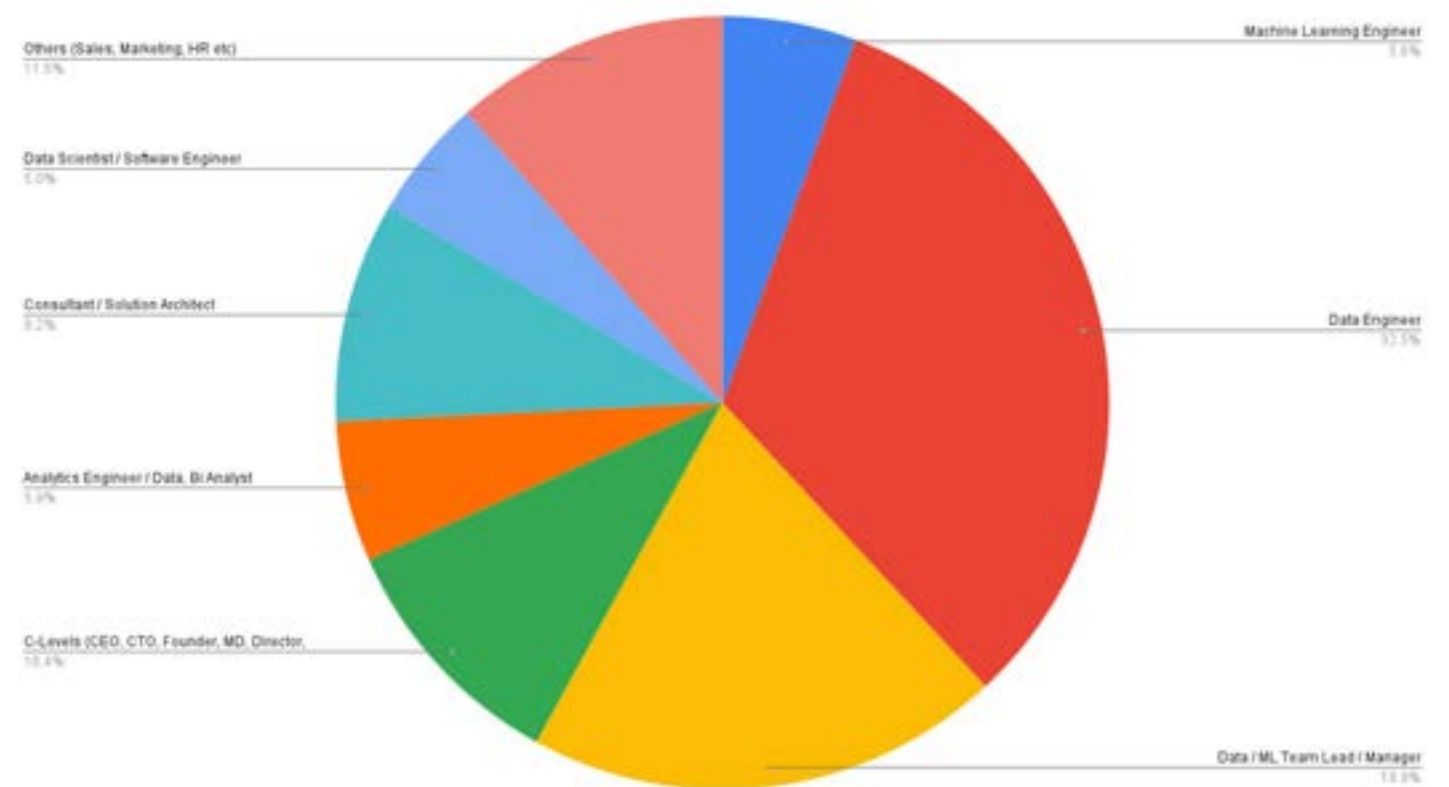We have seen a 15.6% increase in our attendance from last year to this year.

Each Job Roles in %	Job Roles
(36%)	Data Engineer
(17.9%)	Data / ML Team Lead / Manager
(7.2%)	Machine Learning Engineer
(7.4%)	Analytics Engineer / Data, Bi Analyst
(6.7%)	Data Scientist / Software Engineer
(8.8%)	Consultant / Solution Architect
(9%)	C-Levels (CEO, CTO, Founder, MD, Director, VPs etc)
(6.9%)	Others (Sales, Marketing, HR etc)

DataEngBytes 2024 Attendee Analysis

DEB Melbourne 2024 Attendee Job Roles Breakdown

Others (Sales, Marketing, HR etc)
2.6%

C-Levels (CEO, CTO, Founder, MD, Director,
7.1%

Data Scientist / Software Engineer
8.2%

Data / ML Team Lead / Manager
20.3%

Analytics Engineer / Data, BI Analyst
7.6%

Consultant / Solution Architect
7.4%

Machine Learning Engineer
11.1%

Data Engineer
37.1%

DEB Sydney 2024 Attendee Job Roles Breakdown

Others (Sales, Marketing, HR etc)
11.3%

Data Scientist / Software Engineer
5.0%

Consultant / Solution Architect
8.2%

Analytics Engineer / Data, BI Analyst
5.6%

C-Levels (CEO, CTO, Founder, MD, Director,
10.4%

Machine Learning Engineer
3.6%

Data Engineer
32.5%

Data / ML Team Lead / Manager
13.9%

Some of the top attendee companies

in Sydney and Melbourne for DataEngBytes 2024

woolies X | BUNNINGS warehouse | Australian Government Department of Defence | Telstra | Service NSW

nib | ubank | Google | InDebted | Insight

Gumtree | REA Group | Domain | HUB24 | Westpac

ABC | ANZ | OPTUS | WOOLWORTHS GROUP | UTS UNIVERSITY OF TECHNOLOGY SYDNEY

RMIT UNIVERSITY | colesgroup | THE UNIVERSITY OF MELBOURNE | Bupa | nab

RESERVE BANK OF AUSTRALIA | ALDI | VGW VIRTUAL GAMING WORLDS | xero | afterpay

agl | carsales.com.au | BHP | seek | Wesfarmers

Conference Overview

The 2025 conference will focus primarily on Sydney and Melbourne with two-day events. The first day will feature dedicated Data Engineering tracks, while the second day will focus on Machine Learning tracks. Interwoven throughout are Data Leaders forums (executive roundtables) and workshops.

Primary Cities:

Melbourne
TWO DAY EVENT
Day 1: Data Engineering Day
Day 2: Machine Learning Day

Sydney
TWO DAY EVENT
Day 1: Data Engineering Day
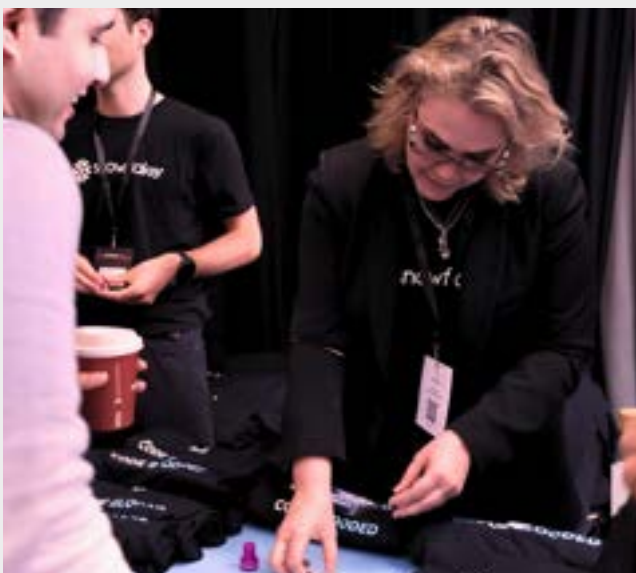Day 2: Machine Learning Day

Conference Dates:

MELBOURNE DATE: 24TH-25TH JULY
SYDNEY DATE: 29TH-30TH JULY

Desired Attendee Number:

1000+ Across the 2 Cities and Four Days

For **Perth**, **Brisbane**, and **Auckland**, we'll host Pop-Up Conferences based on sponsor demand and interest, ensuring flexibility and tailored regional engagements.

20
25

Sponsorship
Opportunities

Package

Headline Sponsor

The Headline Sponsorship package is crafted to position your business as a trailblazer in the data engineering/ML domain. With strategic program prominence, impactful branding visibility, and exclusive networking opportunities, you'll secure unparalleled access to our conference audience. As the Headline Sponsor, your brand will take centre stage, ensuring maximum engagement and distinction among our attendees—solidifying your role as a leader in the dynamic landscape of data engineering.

Gold Sponsor

The Gold Sponsorship package offers an exceptional opportunity to connect with attendees through a prominent booth in the expo area. This tier ensures your brand gains visibility and engagement with a focused audience of data engineering and ML professionals, allowing you to showcase your solutions and spark meaningful conversations.

Silver Sponsor

As a Silver Sponsor, your brand will gain valuable exposure and credibility within a trusted, vendor-neutral environment. This tier is designed to amplify your presence at the conference, connecting you with a vibrant community of practitioners, leaders, and innovators.

Sponsorship package details

Sponsorship Tiers	2 days x 2 cities	2 cities x 1 day	1 day x 1 city
Headline	64000	40000	25000
Gold	40000	25000	15000
Silver	20000	12500	7500
Headline Slots	2	1	1
Gold Slots	5	3	3
Silver Slots	2	1	1

Inclusions	Headline	Gold	Silver
Exhibition Booth	✅	✅	❌
Branding	✅	✅	✅
Staff Pass	12	10	8
Workshop	✅	❌	❌
Data Leaders Forum Pass	2	1	❌
*Attendee Door List	✅	✅	✅
Speaking Slots	✅	✔/2	❌
MC Shout Out	✅	✅	✅

*Our DoorList only contain details of People who consent to share their information with sponsors. For lead capture there will be other mechanism at place.

POP-UP CONFERENCES IN AUCKLAND, PERTH, AND BRISBANE

PopUps	Cost	Slots
Headline	5000	2
Gold	3000	**5**
Silver	1000	5

BESPOKE SPONSORSHIP

At DataEngBytes, we understand that each of our sponsors has unique needs and goals. That's why we are offering customised sponsorship packages tailored to fit your specific objectives.

Please note: Sponsorship prices may be adjusted based on the number of pop-up cities we move forward with, depending on sponsor demand.

Conference Lead Capture

Sponsors and their representatives will have access to our Conference Lead Capture app, designed to help capture attendee information seamlessly and effectively.

Here's how it works:

- **QR Code Scanning:** Each attendee badge will feature a QR code containing their name, email, and job role. Sponsors can use the app to scan these codes during interactions at their booths.
- **Custom Code Access:** Close to the conference dates, sponsors will receive a unique access code to unlock the app's features.
- **Enhanced Details:** The app allows for additional inputs like attendee phone numbers and notes, enabling sponsors to track meaningful interactions.
- **Easy Export:** After the conference, sponsors can export their collected leads as an Excel or CSV file for streamlined follow-up.

To drive attendees to sponsor booths, we are continuing with our highly successful Bingo Prize Draws, which have consistently driven 80–90% of attendees to visit sponsor booths in past events. Attendees collect stamps from sponsor booths to complete their bingo cards and qualify for exciting prizes. This guarantees high foot traffic and meaningful interactions at sponsor booths, providing ample opportunities for sponsors to scan badges and engage with attendees.

With this approach, sponsors can efficiently capture valuable leads while benefiting from an event structure designed to maximise engagement and visibility.
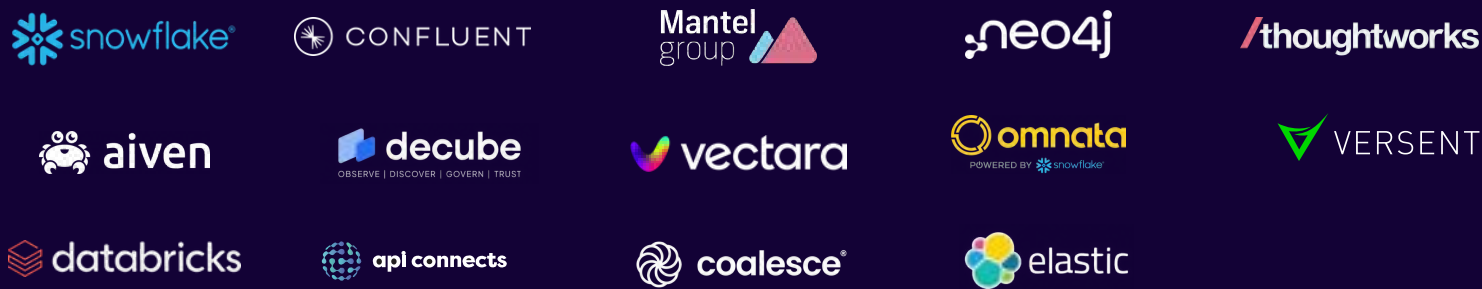
Our Valued 2024 Sponsors

A heartfelt thank you to our incredible 2024 sponsors for believing in the vision of DataEngBytes and making this community-driven event a reality. Their trust, support, and partnership have been instrumental in fostering connections, sharing knowledge, and empowering the data and ML engineering community across Oceania. We're deeply grateful for their role in building a stronger, more innovative future for the industry.

Why Consider DataEngBytes 2025?

Trusted by 20 Global and Local Sponsors in 2024
Join a proven platform backed by leading industry names

8000+ Meetup Members
Connect with an active community through monthly meetups across ANZ.

5000+ LinkedIn Followers
Be visible on one of the fastest-growing LinkedIn pages for conferences in ANZ

1000+ Paid Attendees Expected
With skin in the game, our engaged attendees are eager to connect and learn

Share the Stage with Thought Leaders
Elevate your brand by having your speakers present alongside internationally renowned experts

Vibrant Slack Community
Engage directly with practitioners and decision-makers in our active Slack channel

By sponsoring DataEngBytes 2025, you'll help grow the Data Engineering and ML community here in ANZ while enjoying unparalleled opportunities to build trust and connect with the right audience. Together, let's celebrate, inspire, and shape the future of data!

Get In Touch

Partnering with DataEngBytes 2025 is your opportunity to connect directly with the data and ML engineering community, showcase your solutions to a highly engaged audience, and build relationships that last well beyond the conference. Join us in shaping the future of data and Ml innovation. We'd love to have you on board!

Thank You !

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